

Executive Summary

This thesis analyzes the strategic management of PT Freeport Indonesia in competing to other copper producer in the intense market competition.

The strategies applied by the Company are :

- Market leader strategy.
- Expanding operation strategy.
- Employ development strategy.

Analysis had been done based on various data collected by PT Freeport Indonesia and from combination of library, media and field research.

From the analysis and diagnosis, the writer concludes that PT Freeport Indonesia had been experiencing a rapid growth. The company is at its performance peak in all areas from production, marketing, distribution and finance.

Study recommends Marketing Division, to keep up the sale of the Company's product and create new demand while Operating Division keeps in high level of its productivity and intensive training program.